

WHAT IS CLAIMED IS:

- 1           1.     A system for purchasing customized capital equipment in an  
2     online marketplace environment, the system comprising:  
3                 a business-to-business exchange web page including basic  
4     product information for a plurality of capital equipment products;  
5                 at least one link included in the exchange web page for  
6     punching through from the exchange web page to a product provider web  
7     page;  
8                 means for presenting a price quotation for a capital  
9     equipment product; and  
10                an acceptance module configured for enabling acceptance of  
11    the price quotation at the exchange web page.
- 1           2.     The system of claim 1, wherein the capital equipment  
2     products include medical equipment systems.
- 1           3.     The system of claim 1, wherein the price quotation is  
2     generated by a product provider.
- 1           4.     The system of claim 1, wherein the price quotation is  
2     generated using a product configurator.
- 1           5.     The system of claim 1, wherein the price quotation is based  
2     on unique customer requirements.
- 1           6.     The system of claim 1, wherein the product provider web  
2     page includes means for receiving customer requirements for the capital  
3     equipment product.
- 1           7.     The system of claim 1, further comprising means for  
2     communicating the price quotation acceptance to a product provider.

1           8.     The system of claim 7, wherein the means for  
2     communicating includes means for triggering a price quotation acceptance  
3     at the product provider web page.

1           9.     The system of claim 7, wherein the means for  
2     communicating includes means for sending a notification to the product  
3     provider

1           10.    The system of claim 1, wherein the at least one link is a  
2     hyperlink to the product provider web page.

1           11.    The system of claim 1, further comprising means for  
2     automatically eliciting purchaser requirements for use in generating the  
3     price quotation.

1           12.    A system for allowing purchases of customized capital  
2     equipment in a marketplace environment, the system comprising:  
3                 a business-to-business exchange web page including basic  
4     product information for at least one product and at least one link to a  
5     product provider web page;  
6                 means for presenting a price quotation from a product  
7     provider at the exchange web page; and  
8                 means for accepting the price quotation at the exchange web  
9     page.

1           13.    The system of claim 12, wherein the product is a medical  
2     equipment system.

1           14.    The system of claim 12, wherein the customized price  
2     quotation is generated by a product provider.

1           15. The system of claim 12, wherein the price quotation is  
2 generated using a product configurator.

1           16. The system of claim 12, wherein the customized price  
2 quotation is based on unique customer requirements.

1           17. The system of claim 12, wherein the exchange web page  
2 includes means for receiving customer requirements for use in generating  
3 the customized price quotation.

1           18. The system of claim 12, further comprising means for  
2 communicating the acceptance to the product provider.

1           19. The system of claim 18, wherein the means for  
2 communicating includes triggering a price quotation acceptance at the  
3 product provider web page.

1           20. The system of claim 18, wherein the means for  
2 communicating includes means for sending a notification to the product  
3 provider.

1           21. The method of claim 18, further providing automatically  
2 generating a series of questions designed to elicit purchaser requirements  
3 and displaying the questions to a purchaser.

4           22. A method for purchasing customized capital equipment  
5 products in an electronic marketplace, the method comprising:  
6                 viewing basic product information for a plurality of capital  
7 equipment products at a business-to-business exchange;  
8                 providing customer specifications for a customized capital  
9 equipment product to a product provider;

10 viewing a price quotation for the customized capital  
11 equipment product; and  
12 accepting the price quotation at the business-to-business  
13 exchange.

1 23. The method of claim 22 wherein the customized capital  
2 equipment product is a medical system.

1 24. The method of claim 22, wherein the step of viewing basic  
2 product information comprises viewing a business-to-business exchange  
3 web page using a web browser.

1 25. The method of claim 22, further comprising punching  
2 through to a product provider web page.

1 26. The method of claim 22, wherein the step of providing  
2 customer specifications comprises answering a series of questions  
3 regarding customer requirements.

1 27. The method of claim 26, wherein at least a portion of the  
2 questions may be answered at the provider web page.

1 28. The method of claim 22, wherein viewing the price quotation  
2 takes place at the exchange web page.

1 29. The method of claim 22, further comprising communicating  
2 the acceptance to the product provider.

1 30. The method of claim 29, wherein communicating the  
2 acceptance includes triggering an acceptance at the product provider web  
3 page.

1 31. The method of claim 29, wherein communicating the  
2 acceptance includes sending a notification to the product provider.

1           32. The method of claim 29, further providing automatically  
2 generating a series of questions designed to elicit purchaser requirements  
3 and displaying the questions to a purchaser.

4           33. A method for enabling purchases of customized capital  
5 equipment in a marketplace environment, the method comprising:  
6               displaying basic product information for a plurality of  
7 products at a business-to-business exchange web page;  
8               providing at the exchange web page a link to a price  
9 quotation for a capital equipment product; and  
10              receiving an acceptance of the price quotation at the  
11 exchange web page.

1           34. The method of claim 33, further comprising communicating  
2 the acceptance to a product provider.

1           35. The method of claim 34, wherein communicating the  
2 acceptance comprises triggering an acceptance at a product provider web  
3 page.

1           36. The method of claim 34, wherein communicating the  
2 acceptance comprises sending a notification to the product provider.

1           37. The method of claim 33, wherein the price quotation is  
2 generated by a product provider.

1           38. The method of claim 33, wherein the price quotation is  
2 generated using a product configurator.

1           39. The method of claim 33, wherein the price quotation is  
2 based on unique customer requirements.

3           40. The method of claim 33, further providing automatically  
4           generating a series of questions designed to elicit purchaser requirements  
5           and displaying the questions to a purchaser.

1           41. A method for enabling purchases of customized capital  
2           equipment in a marketplace environment, the method comprising:  
3                     displaying basic product information for a capital equipment  
4           product at a business-to-business exchange;  
5                     providing at the exchange a link to a customized price  
6           quotation for a capital equipment product;  
7                     receiving an acceptance of the price quotation at the  
8           exchange; and  
9                     communicating the acceptance to a product provider.

1           42. The method of claim 41, wherein the price quotation is  
2           generated by a product provider.

1           43. The method of claim 41, wherein the price quotation is  
2           generated using a product configurator.

1           44. The method of claim 41, wherein communicating the  
2           acceptance comprises triggering an acceptance at a product provider web  
3           page.

1           45. The method of claim 41, wherein communicating the  
2           acceptance comprises sending a notification to the product provider.